



Unified Ad Campaign Management

How can mid-tier service providers and device manufacturers stay competitive in today's rapidly evolving ad ecosystem—without overhauling their entire infrastructure?

Mid-tier cable operators and OTT platforms face mounting pressure to streamline ad workflows, maximize inventory value, and keep pace with the innovation of larger players. At the same time, device manufacturers must deliver hardware that supports modern advertising standards while remaining agile to meet operators evolving requirements. Mavsotech helps both sides bridge this gap by developing and integrating cross-platform, unified campaign management solutions that accelerate time to market, reduce risk, and deliver measurable ad performance—positioning clients for success in a competitive, data-driven media landscape.

Our Core Expertise

As advertisers demand more cohesive and data-driven ad strategies across platforms, Mavsotech empowers service providers to manage and optimize campaigns across linear TV, CTV, OTT, mobile, and web—all from a single, streamlined interface. Our deep industry expertise and relationships enable us to deliver:

- **A centralized dashboard** for campaign planning, execution, and measurement across all screens
- **Targeted ad delivery** to specific households or devices using unified data and inventory management
- **AI-powered analytics tools** that provide real-time insights to enhance performance and optimize spend
- **API integrations with DSPs and SSPs** for seamless programmatic ad execution
- Direct collaboration with device manufacturers to integrate **pre-installed ad SDKs** and native ad formats into smart TVs and streaming devices

Why Partner with Mavsotech?

Mavsotech's proven experience in system integration and AdTech makes us the ideal partner for both service providers and device manufacturers navigating the evolving advertising landscape. We specialize in developing solutions that work within existing infrastructure, reduce time to market, and increase ad efficiency and revenue.

We help:

Cable Service Providers

- **Use Cases:** Unified cross-screen campaign management, and household-level targeting. Real-time analytics capture to accelerate offline AI agent analysis and optimization.
- **Benefits:** Increased ad revenue, improved audience targeting, operational efficiency

Device Manufacturers

- **Use Cases:** Pre-installed ad SDKs, native ad support, cross-platform integration.
- **Benefits:** Enhanced user engagement, increased ad visibility, monetization at the device level.

By offering end-to-end campaign management and optimization solutions, Mavsotech enables its partners to thrive in a complex, multi-platform ad ecosystem—unlocking smarter targeting, stronger performance, and sustained growth.

